

Douglas County
Quit Line Data Summary
 July 1 - September 30, 2003

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 9	N = 2,935
Percent of Statewide Calls	0.4%	100.0%
Percent of State Population in County¹	0.6%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N = 9	N = 2,565
Female	77.8%	63.8%
Male	22.2%	36.2%
Race/Ethnicity	N = 9	N = 2,185
People of Color	11.1%	13.0%
White	88.9%	87.0%
Age	N = 9	N = 2,379
Less than 18 years old	11.1%	1.7%
18 - 24 years old	0.0%	15.7%
25 - 34 years old	0.0%	23.3%
35 - 44 years old	55.6%	26.0%
45 years and older	33.3%	33.2%
Education	N = 8	N = 2,267
Did not graduate high school	37.5%	19.5%
High school graduate	25.0%	33.3%
Some college/vocational school	37.5%	35.3%
College graduate	0.0%	11.9%
Caller Type	N = 9	N = 2,685
General Information	0.0%	10.5%
Health care provider	0.0%	3.2%
Tobacco user	100.0%	86.3%
Payer Type	N = 8	N = 1,774
Insured	25.0%	29.4%
Uninsured	25.0%	30.4%
Medicaid	50.0%	40.2%
Heard About	N = 9	N = 2,220
Past caller	0.0%	14.0%
Employer/worksites	0.0%	1.1%
Health care provider	77.8%	29.8%
Television	0.0%	13.7%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	0.0%	1.1%
Newspaper/Magazine	0.0%	0.5%
Brochure/Newsletter	0.0%	5.6%
Family or friend	22.2%	24.7%
Health Department	0.0%	4.1%
School	0.0%	0.6%